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# Idaho State Capitol Commission

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## Official Minutes

May 23, 2001

A meeting of the Idaho State Capitol Commission was held on this date in the Senate Caucus Room, #350, Idaho State Capitol Building. Chairman Roy Lewis Eiguren called the meeting to order at 8:35 a.m.

## Attendees

### Members Present:

Roy Lewis Eiguren, Chairman

Pam Ahrens, Director, Department of Administration, and Secretary/Ex-Officio Member  
(via telephone conference call)

Carl Bianchi, Director, Legislative Services Office, and Ex-Officio Member

Andrew Erstad

Steve Guerber, Director, Idaho State Historical Society, and Ex-Officio Member

Stephen Hartgen

Sandy Patano

Skip Smyser

Will M. Storey

### Others Present:

Donna Hartmans, Capitol Architect, Arrow Rock Architects

Jeff Shneider, CSHQA Architects

Jerry Lowe, CSHQA Architects

Jan Frew, Design/Construction Manager, Div. of Public Works, Dept. of Administration

Tim Mason, State Facilities Manager, Division of Public Works, Department of Administration

Rick Thompson, Administrator, Div. of Internal Management Systems, Dept. of Administration

Jan Cox, Administrator, Division of Purchasing, Department of Administration

Jennifer Carrington, Analyst, Legislative Services Office

Marta Watson, Analyst, Division of Financial Management

Doug Dorn, Commission Financial Adviser

Lisa Carberry, Investment Manager, Office of the State Treasurer  
Ed Pemble, Vehicle Services Manager, Idaho Transportation Department  
Thomas Fry, Registration Program Coordinator, Idaho Transportation Department  
Terry Knapp, Production Manager, Correctional Industries  
Bill Drake, es/drake  
Jeremy Chase, es/drake  
Roberta Rene, es/drake  
Jennifer Jones, es/drake  
Winston Wiggins, Acting Director, Department of Lands  
Jay Biladeau, Assistant Director, Department of Lands  
Wayne Meuleman, Executive Director, Idaho State Building Authority  
Diane Garcia, Management Assistant, Department of Administration  
Mike Despot, Retired State Facilities Manager, Department of Administration

## **Approval of Minutes**

**MOTION: Commissioner Erstad moved and Commissioner Patano seconded that the minutes of the April 10, 2001 Idaho State Capitol Commission meeting be approved as written. The motion unanimously passed. Commissioner Smyser was absent from voting.**

## **Presentation to Mike Despot**

Chairman Eiguren recognized Mr. Mike Despot, who prior to his recent retirement, provided over a decade of operations and maintenance management for our Statehouse through the Department of Administration. On behalf of the people of Idaho, the Idaho State Capitol Commission expressed sincere appreciation to Mr. Despot by presenting him with a painting of the State Capitol on Statehood Day.

## **Budget and Funding Issues**

The Capitol restoration project has moved from the master plan development and funding identification phase to actual implementation of the restoration itself, Chairman Eiguren remarked. The Commission's two statutory obligations, he reminded the group, are the development and implementation of the master plan, as well as the development of a funding program.

### **Revenues**

### Capitol Endowment Income Fund

Commissioner Bianchi has been working with the Treasurer's Office to research possibilities for increasing the Capitol Endowment Income Fund's interest earnings. An agreement has since been signed between the Commission and the Treasurer's Office allowing the Commission's appropriation to be placed into a long-term fund the Treasurer recently created for state moneys to earn a higher interest rate. It is a very liquid fund, he explained, and the only requirement for withdrawing \$10 million or less is five business-days advanced notice. This program will work well to maximize the use of Commission money based on the projected needs for the funds over the next five years, he said.

Ms. Carberry added that an outside capitol investment manager would oversee the investment. Last month the current yield was over 6%, and the short-term fund was under 5%. The same code restrictions are followed as for all other investments, she said.

### Special Design License Plates

This year the Legislature approved the Commission's request to create a special design license plate as a source of revenue for restoring the Capitol. The one-time issuance of the plate will run from January 1, 2002 through January 1, 2006.

*Bill Drake and Jeremy Chase of the Commission's contract public affairs/marketing firm, es/drake, presented the six proposed license plate designs.*

One proposal, illustrated by Mr. Chase, utilizes the dome of the official Capitol Commission logo with the statement, "Capitol Restoration". Other options included the same official logo but with more color, stars and birds, while similar designs incorporated the celebratory Commission logo which delineates the dome opening with birds and stars escaping.

Staff from the Idaho State Police (ISP) was asked to review all six options since readability is so critical, and they have since approved the versions presented today, he noted. The final choice now, Mr. Drake said, is a matter of artistic judgment by the Commission.

**The Commission asked that a few modifications be made to the designs and that three or four new versions be presented to the Commission at its July meeting for formal adoption of a design.**

*Mr. Ed Pemble, Vehicle Services Manager at the Idaho Transportation Department, provided information on the flat plate production costs and procedures. Using Transportation's plate design standards, it is the special interest group that submits the license plate design. After approval for readability,*

prototype plates are produced and stamped. Once the Governor approves the final design, Correctional Industries (CI) orders the graphic for distribution to all counties—about 2,200 pairs. The public is notified when the plates are available, after about 30 to 45 days.

An individual pays the standard registration fee for special plates including program fees, which is \$35 for initial issuance and \$25 for renewal. Ten dollars of that amount goes to the State Highway Account to keep the program operating, and the rest goes to the interest group, he said. There is also a plate fee for the metal material, which is attached to this amount. Personalization fees are also an option at an additional \$25 for initial issuance and \$15 for reissue.

Currently, there are only two plate programs that have more than 5,000 active registrations. Since 1993, the wildlife plate program has grown to 42,012 (including the bluebird and elk designs) and since 1987, the Centennial plate has grown to 13,252. The other special plates have under 5,000 registered—agriculture, collegiate, sawtooth, snowmobile, snow skier, timber, veteran.

There is room for five identifiers on special interest plates that include unique numbering. The letter designator of “R” has been set aside for the Capitol Commission plate to represent “restoration”.

The production costs for flat plates is \$2.60 per plate and is based on an order of 5,000 pair. Flat plates are pre-numbered and applied to the aluminum when purchased. The standard embossed plate will cost around \$2.63 per plate. With embossed plates, the graphic can be applied to the aluminum when needed, he explained.

Programming costs are borne by the special interest group, he pointed-out. Costs run about \$3,000 to \$5,000. The end of the Commission plate program is December 31, 2006; however, since there is a 2-year option for renewal of the plates, some may be active through December 31, 2008.

Commissioner Bianchi noted the trend for license plates is the flat design. We would be one of the first states to produce flat plates, and collectors may be interested in the flat limited version plate, he said. **Commissioner Bianchi asked Correctional Industries to obtain a written quote from 3M for both the regular plates and flat plates in time for the July meeting.**

**Chairman Eiguren suggested the final Commission plate proposals be placed on the Commission website, as well as released to the press asking the public to note preferences. Commissioner Bianchi volunteered to serve as the contact person for the license plate design and implementation.**

#### Fund Raising Effort Discussion

**Chairman Eiguren asked that the fund raising agenda item be deferred until the July meeting.** He has recently requested a letter outlining fund raising issues from the Commission's fund raising consultant, First Counsel, Inc.

**In addition, he asked Commissioner Patano to chair a subcommittee to look at the whole issue of private fundraising and to develop a recommendation for the Commission. The subcommittee is also comprised of Commissioners Smyser and Hartgen. Representatives from Administration's Division of Purchasing and Administration's Deputy Attorney General will also assist the committee.**

Mr. Cox, Administrator of the Division of Purchasing, reported that the first phase of the current fund raising contract has been completed—the feasibility study. The same firm has been obligated to conduct the second phase, if the Commission chooses to go forward with the fundraising effort as originally outlined. However, if the Commission decides to take different action, it must go out to bid. First Counsel, Inc., Chairman Eiguren noted, has provided a cost estimate for the second phase fund raising efforts, which is \$14,000 per month for a 24-month period.

#### Report on Status of Department of Lands Maximization of Land Trust Revenues

In 1998 when the Legislature enacted the Capitol Commission statute, Chairman Eiguren said, lands were designated to be perpetually endowed specifically for the benefit of the State Capitol Building. Upon statehood, tracts of land were gifted by the federal government to the state for the benefit of certain functions—public schools, a state university, penitentiary, public buildings, and the state capitol.

The land gifted by the federal government consisted of 32,000 acres of land—25,000 acres were sold over a period of time, in part to pay for the construction of the Capitol and in part to provide for the general account. The remaining 7,000 acres of timber and mineral lands are in endowed status with the income and royalties for those lands going toward the benefit of the Capitol Building and deposited into the Capitol Endowment Income Fund.

Consequently, the Commission requested the State Land Board review ways income from these lands could be maximized for the benefit of the Capitol, and in particular explore the possibility of having all or a portion of that income made available to discharge debt service on bonds that will be ultimately issued for financing the Capitol Building restoration. A variety of other methods are also under consideration for funding this project.

Mr. Winston Wiggins, Acting Director for the Department of Lands, explained that the Land Board initially directed the Department of Lands to come up with a

plan to provide revenue to retire a 20-year, 5%, \$20 million bond, which would require a revenue of \$1.6 million each year from the land that the Capitol Commission owns. The land is located in two locations—about 6,000 timber acres in the St. Marie's area, and about 1,000 acres of mostly timber land near Cascade.

To analyze the timber growth and harvest potential, the department contracted with Mason, Bruce & Girard, a forestry-consulting firm from Portland, Oregon. Also an internal appraisal was done of the land value of the property at Cascade with the idea that it might be more valuable for other uses.

Since the Commission secured part of its restoration moneys during this past legislative session, the Department of Lands was told that the Commission is now more interested in utilizing the endowment land for long term maintenance of the Capitol Building and for limited retirement of the debt service. Consequently, further analysis was done to accomplish this, he said.

The consultant ran five scenarios—two were very limited in which one was an aggressive cut of the timber resource in 20 years, and the other the least aggressive cut establishing a non-declining harvest. Mr. Wiggins addressed the remaining three alternatives that fell within the range of the two extreme scenarios.

*Alternative C* estimates the flow from the land under the assumption that it will be managed as it is now, as a part of the overall harvest plan without regard for endowment. This alternative projects deposits of about \$8,890,000 into the endowment during the first ten years, and total deposits of over \$32,500,000 during the next 50 years. The total value of the endowment, both land and fund, is projected at about \$51,000,000.

*Alternative G* is designed to build the endowment to \$10,000,000 in the first 10 years. Actual projections during this period total \$10,820,000. Deposits during the next 50 years are projected at about \$37,000,000 and the total value of the endowment is projected at \$42,000,000, with the bulk of the value in the fund.

*Alternative H* is designed to build the endowment to \$7,500,000 in the first 10 years. Actual projections during this period total \$8,070,000. Deposits during the next 50 years are projected at about \$37,500,000 and the total value of the endowment is projected at about \$41,000,000. Again, the bulk of the value at that point is in the fund.

*Alternative G* provides the best projected cash flow and the best initial charge for the endowment fund, he said. However, it leaves little room for current fluctuations in the timber markets or the unanticipated impacts of natural or economic events that may be experienced in the future.

*Alternatives C and H* provide somewhat less cash flow in the short as well as the long term, but provide some cushion against the unexpected. *Alternative C* provides more short-term revenue, than *H*, he said, and it retains a greater resource value at the end of the 50-year period helping to ensure the consistency of longer-term proceeds.

**He said it is the Department of Land's recommendation that the endowment land be managed to provide revenues of \$7,000,000 to \$8,000,000 over the next ten years, as well as a perpetual revenue stream.**

Mr. Doug Dorn, the Commission's Financial Adviser, explained the arbitrage rules are such that if the Commission has a bond issued to finance the second half of the project, it is subject to pay 5% coupon. Should the Commission dedicate the endowment land revenues for retirement of the debt, and it gets 8% return on the endowment fund, the federal government will require that the 3% percent difference be returned to the federal government because according to the arbitrage rule, we can only earn 5%, he said.

He further explained that the timber on the land is a renewable asset and exists in perpetuity. Maintenance also continues in perpetuity, so endowment funds could be dedicated for maintenance and operations.

**MOTION: Commissioner Storey moved and Commissioner Bianchi seconded that the Commission accept the recommendation made by the Department of Lands and its consultant that it manage Capitol Endowment property as a part of the nine-endowment land portfolio to provide revenues of \$7 million to \$8 million in the next ten years, as well as a perpetual revenue stream (Department of Land's Option C), and that the department meet with the Capitol Commission annually to review performance and revise expectations relative to the maximization of the income from the Commission's endowment fund. The motion passed unanimously.**

#### Future Bond Issue to Fund Restoration

As requested by the Commission, Ms. Frew distributed a projection of capital outlay that would be necessary throughout the course of the statehouse restoration. During fiscal year 2002, architectural/engineering work and investigations will be accomplished for an estimated total of \$3.5 million. This is in addition to the work that has been funded for the exterior of the building, she said.

In fiscal year 2003, bidding documents, the construction contract, mobilization, prep work, and initiation of on-site construction is planned for about \$8.5 million. Subsequently, it is anticipated that construction would continue during fiscal year

2004 requiring the bulk of the funds--\$38 million. During fiscal year 2005, \$14 million will be required to finish up construction, purchase furnishings and closeout the project.

A Public Works project with a budget of \$64 million will be set up for administration of the overall restoration work, Commissioner Ahrens explained. Funds will be transferred into this project when it reaches \$15,000 in the red, and restoration moneys will remain in a working account as long as possible. Our challenge is to maximize the investment, and minimize our costs, she expressed.

*Wayne Meuleman, Executive Director of the Idaho State Building Authority (ISBA), addressed the possibility of issuing bonds for funding a portion of the project.* He first pointed out that the ISBA was enacted in 1974, and since has been utilized to finance several state facilities including state office buildings, the School for the Deaf and the Blind, the Parks and Recreation Headquarters, and several prison facilities. The Building Authority Act provides a lot of flexibility in order to meet the need of state agencies, he said. It authorizes the ISBA to finance facilities solely for state government.

The ISBA Board met on May 10<sup>th</sup> at which time Chairman Eiguren provided a presentation on the progress of the Capitol Commission. The Board approved proceeding with bonding a portion of the project in accordance with House Concurrent Resolution 21, which authorized the Commission to seek financing through the ISBA. A comprehensive financing structure has not been designed to date, he said. That would be contingent upon what the Commission has determined to be its primary needs and objectives. However, he said, if financing were to take place at this particular point in time for a 20-year bond, the rates would be 5% to 5¼%.

In order to help identify ways to maximize the Commission's investments, he offered the assistance of his financial team to meet with the Commission's financial analysts. Together, they can prepare a detailed schedule of anticipated revenues, when they are expected in combination with other financing, and project expenditures as well.

**Chairman Eiguren suggested, and the Commission agreed that a subcommittee be formed, chaired by Commissioner Storey and consisting of Commissioners Bianchi and Ahrens and their staff members, as well as Mr. Dorn, a representative from the Treasurer's Office, and Mr. Meuleman and analysts from the ISBA as well as representatives from the ISBA Board. The Committee will develop a plan for financing as well as recommend the form of agreement between the ISBA Board and the Capitol Commission.**

## **Expenditures**



### Sources and Uses of Funds

Mr. Rick Thompson, Administrator for Administration's Division of Internal Management Services, directed the Commission to its new meeting reference book, which was provided to each of the members. Enclosed are the schedule of "sources and uses of funds" of fiscal years 1999, 2000, and 2001. Each statement illustrates where the money came from, how it has been used, and the current balance of the fund. Each time the Commission meets in the future, the current year's cash flow statement will be updated, he said. As of April 30, 2001, the Commission's fund balance is \$34,600,700.

### FY2001 Budget Report

He reported the balance of the unspent, unencumbered appropriation for fiscal year 2001 as of May 10<sup>th</sup> is \$78,728. There is one outstanding bill for the audit of the Capitol Endowment Fund, which will reduce this amount by about \$3,700. The remaining funds can be encumbered or they can be transferred into the Capitol renovation construction project.

### FY2002 Budget Report

Mr. Thompson submitted to the members a schedule of the FY2002 budget including the original breakdown of proposed costs totaling \$234,800. The only restrictive item is moneys identified for personnel costs totaling \$29,500. The schedule also shows a revised budget where some of the remaining funds from fiscal year 2001 have been added in certain areas. For example, \$45,471 of unused funds from fiscal year 2001 could be added to enhance the Communications/PR category in fiscal year 2002. Also, \$27,400 of unspent Capitol Architect fees could be included with the allocated architect fees for fiscal year 2002 for use by an architectural professional in one way or another.

There is a \$40,500 category that has not been allocated to any specific professional service, Commissioner Ahrens pointed out. Use of these funds is up to the discretion of the Commission. Commissioner Bianchi noted since there is no requirement to make decisions at this time for fiscal year 02 expenditures, he suggested the Commission defer decisions on the final allocations until the July meeting at which time members will be more knowledgeable about what services will be required. At the end of this meeting, however, the Commission may be better aware of encumbrances from the fiscal year 2001 budget required in fiscal year 2002. Action by the Commission should be made at that time; he said, and the members concurred.

## Design/Construction

### Project Milestones, Status Report from Design/Construction Subcommittee

Commissioner Erstad reported the project timeline is progressing as planned with adjustments as a result of legislative leadership's agreement to the concept plan, now to be incorporated into the schematic design drawings for the major restoration project.

Mr. Lowe, CSHQA Project Architect, explained the construction documents for the *Exterior Masonry Repairs and Stairs Replacement Project, DPW No. 01-007*, were submitted to Public Works for review on May 21<sup>st</sup>. He proposed the initial completion date, slated for June 28, 2002, be accelerated to May 1, 2002. This would provide some cushion for addressing unforeseen conditions to assure the building can be reopened in time for the National Governor's Convention, to be hosted by the State of Idaho in June of 2002.

Chairman Eiguren proposed a formal celebration be planned with the Commission and the Governor to note the kick-off of this project sometime in mid-July, as the official start of the capitol restoration construction.

The schematic design is now under review by Public Works for the *major Capitol Restoration Project, DPW Project No. 99-014*, Mr. Lowe continued. With the resolution of the legislative space allocation in the building, the plans will be refined to reflect leadership's recommended allocation for the basement, third and fourth floors of the building. The first and second floor allocations are being developed by the executive branch and elected officials, with the assistance of the Department of Administration.

Commissioner Bianchi asked that once all space allocations have been determined, and before the design development stage convenes that the members be provided an opportunity to review the final space allocation plan. Commissioner Erstad reminded the group that the master plan approved by the Commission is a general plan, and there will be variations to that plan. He cautioned the members not to view the master plan on a level of finality, it really is a conceptual roadmap and should be flexible along the way. Mr. Lowe agreed that attempts will be made to bring plans to the July meeting which will include the space allocation adjustments.

Commissioner Ahrens expressed that not being able to tell elected officials exactly where they will be conducting business during the construction project adds to the challenge of reaching consensus for their space allocation plan in the building. It will be her effort to bring together representatives of the Legislature and elected officials to get guidance on what they want researched as options for

short-term office space needs when they must vacate the building for construction, and for long-term office space needs as well.

Commissioner Bianchi reported the Legislature has invited the City of Boise to participate in discussions on how to address the old Ada County Courthouse.

Commissioner Ahrens indicated Administration will be providing the Legislature and elected officials with the estimated cost for moving tenants out of the Capitol and into temporary space. Those moneys will need to be appropriated for fiscal year 2003. If this is not done, the restoration schedule will not be met, she said. The Department will also provide comparative costs for completely vacating the building for construction opposed to conducting the work in phases where tenants are moved out a portion at a time. The \$64 million total estimate was based on complete vacation of the building.

### **Project Management Recommendations**

Commissioner Erstad reported the contract with the Capitol Architect, Donna Hartmans of Arrow Rock Architects has expired. Since the Commission is at a point where it is analyzing how this project will be managed, he proposed extending the existing contract with Ms. Hartmans on a task-only basis. Specifically, she is asked to review the schematic designs and create a report on her findings to the Commission. Once the Commission has an opportunity to analyze all other contracts and anticipated construction issues, it will then formulate some management solutions for the Commission to consider.

**MOTION: Commissioner Storey moved and seconded by Commissioner Bianchi that the contract for the Architect of the Capitol be extended on a task-only basis to review the schematic design of the Capitol and to submit a report to the Commission of the review. The Commission passed it unanimously subsequent to the following discussion.**

Commissioner Guerber expressed the Commission is at a point of transition. It has gone through the planning phase and with the help of Ms. Hartmans, assured appropriate historic considerations were taken into account. The Commission must continue to be aware of the historic aspects of the building in the implementation phase.

Chairman Eiguren asked that a subcommittee be formed to thoroughly analyze the entire issue of developing a management structure that would include in its review, the position of architect of the capitol, project architect, project/construction manager, and a general contractor.

**MOTION: Commissioner Smyser moved and seconded by Commissioner Erstad that the Commission appoint a subcommittee of three, chaired by**

**Commissioner Storey and to include Commissioners Erstad and Ahrens, to analyze all issues relative to the implementation phase of the restoration project and to report back at a future meeting with a recommendation how to structure this management effort. The motion passed unanimously.**

## **Access/Use/Administration**

### **Archeological Dig on the Capitol Grounds**

Commissioner Guerber reported the state archeologist met with representatives of Administration's Facilities Services, toured the statehouse grounds, and identified possible locations for the two proposed archeological dig sites. The first recommendation is a site believed to be where an outdoor toilet was once located on the north side of the building, west of the entryway. The dig would involve removing a 7' x 7' section of grass, and adding appropriate protection to the landscaping, he said. The timeframe scheduled for the dig is from June 25<sup>th</sup> through July 4<sup>th</sup>.

Should the first site not produce artifacts, the dig would be covered back up and the team moved over to the east lawn where it is known that foundations for the original Territorial Capitol Building exist. If artifacts are discovered, they will be displayed in the Statehouse. Commissioner Ahrens mentioned this event would present a good media opportunity highlighting the Capitol Commission's efforts.

**MOTION: Commissioner Smyser moved and seconded by Commissioner Erstad that the archaeological digs on the capitol grounds be approved as presented. The motion passed unanimously.**

### **Restoration Pictorial Documentation**

Commissioner Guerber noted his agency was asked to propose methods to document all activities involved in the Capitol restoration project over the next few years. He offered three scenarios for discussion.

The first, which is also the recommendation of the Historical Society, is to issue a Request for Proposal (RFP) to hire someone to conduct photo shoots on a regular basis. The recommendation is for both black and white photos, which are utilized for long-term preservation, and color photos to be used for publicity, etc. Feedback from the RFP would provide the Commission a cost estimate for these services. Another scenario would be to have this service provided by the architect of the capitol, and the third option is for the Idaho State Historical Society staff to provide the services.

Mr. Cox suggested in lieu of going through the formal process of an RFP, a Request for Information (RFI) could be issued which describes the desired service and requests vendors to return an estimated cost. Mr. Shneider noted that CSHQA has the ability through its master contract to provide those services if it is added to the firm's task order.

This issue fits into the public relations and outreach component of the Commission project, which would also tie into fund raising efforts, Commissioner Ahrens pointed-out. Photo documentation should be addressed on a long-range approach so that we are not duplicating efforts, she said. **Commission Patano requested Administration distribute a RFI to secure a cost estimate so the subcommittee on communications can address this issue and make recommendations to the Commission.**

## Scheduling of Next Commission Meeting

The subsequent meeting of the Idaho State Capitol Commission was scheduled for July 17, 2001.

## Public Relations/Outreach

### Public Relations Marketing Program

*Bill Drake, Jeremy Chase, Roberta Rene, and Jennifer Jones of es/drake, the Commission's communications/marketing consultant, provided the presentation it gave the selection committee to secure its contract.*

Es/drake will work in collaboration with the communications subcommittee in defining the Commission's communications and marketing needs, Mr. Drake said. The firm will then work in more detail with staff to establish estimates, timelines, and specifics of the plan before it provides initial ideas to the Commission.

Their perceived objectives of the Commission's communications program, Ms. Rene explained, include:

- Anticipate projects and needs of the Idaho Capitol Commission through 2005
- Draft timelines and formulate plans
- Remain flexible, yet proactive
- Communication planning yields better results

The objectives would support the communication goals of the Commission to:

- Garner public support to restore, repair and renovate the Statehouse

- Inspire top tiers of the target audience to endorse the project and contribute to fund raising efforts
- Anticipate and mitigate counter campaigns

The role of public relations and media communications will be to raise awareness of the need for restoration; modify attitudes on the investment needed; and motivate citizens, businesses, and corporations to endorse the project both conceptually and financially. The messages es/drake will deliver to the general citizenry is that all citizens own the structure. All target audiences will require different methods of communications.

*The main communication goal, therefore, is to emotionally connect all Idahoans to the need to restore the one place that houses our collective identity, future and definition of Idaho.* To do this, the firm has proposed five different strategies and tactics for the plan.

1. **Public Relations**, Ms. Jones pointed-out, is a very critical component of a communications program including three tactics beginning with *media relations*. This includes news conferences, positive and steady releases, feature stories, opinion pieces, editorial boards, as well as television and radio public affairs shows.

*Community outreach programs* are also a tactic for getting the Capitol Commission's message out. One way is through a speakers bureau utilizing videos and handouts, scheduling special events or a traveling display, and also publishing a newsletter on a regular basis.

*Issues management and crisis communication* is a proactive tactic to address adverse situations as they arise, she said, and is one topic the communications subcommittee will want to address. A strategic plan, which identifies long term issues and anticipates unexpected situations will be beneficial in conjunction with strategizing with the Commission's spokespersons so there is consistency in the way issues and crisis's are handled.

Mr. Smyser asked if there are opportunities to work with other organizations such as the travel council, for example, in attempts to incorporate the Commission's message.

2. **School Programs Strategy** includes the concept of "*Dollars for Domes*", for one, which is a fundraiser for school children, Mr. Chase noted. This concept includes a direct mail solicitation to teachers along with a fundraising kit. It provides yet another mode for getting the word out statewide and the opportunity for media involvement.

Another school program idea is *essay and art contests* where children give impressions of what the Capitol means to them in essay or art form. Additionally, an *interactive website component* is amenable to classrooms with Internet connections as a learning tool.

*Curriculum kits* about the Capitol are another good way to reach school children, Ms. Rene explained, with Idaho history taught in fourth grade and government in eighth grade.

3. **The Capitol Tour Program** is a useful strategy for communications. The target audience is most receptive while experiencing the Statehouse. The tour program would lend a method of capturing a database of interested individuals, which might be used for a mailing list for Commission outreach efforts. To capture this information the Commission might sponsor a sweepstakes drawing to participate in a VIP tour of the building once it has been completed, she suggested.

A good accompaniment to the closure signs around the statehouse during the construction phase, she added, are signs that explain exactly what is occurring at the different building locations, and presents another opportunity to explain the need to renovate, repair and restore.

4. **Fund Raising** strategies can be collaboratively addressed between es/drake and the fund raising consultant as far as sales strategies and collateral support materials, she said.
5. **Media** coverage can be accomplished one or two ways, Mr. Drake commented. One method is to buy the media services, which are probably unaffordable for the Commission budget, or submit public service announcements, he suggested. If materials are good enough, he said, many media outlets like to run the materials on their outlets when it is convenient. Radio and TV are required by FCC to play a certain amount of public service announcements, but there are no guarantees. He then provided for the meeting participants examples of possible TV and radio messages. Advertising could also be done on outdoor or indoor billboards.

He estimated that \$57,000 for a public relations/media relations budget could include some news conferences or events, video news releases, features, opinions/editorials, and public affairs shows. Community Outreach would cost between \$95,000 to \$185,000; issues management \$45,000; school programs could cost between \$135,000 and \$155,000; Capitol programs about \$45,000; fund raising could span between \$25,000 and \$75,000; and, media production, about \$87,000. Once the firm has the opportunity to meet with the communications subcommittee, these numbers can be refined.

## Budget and Funding Issues (Continued discussion from page 9)

### Expenditures

**MOTION:** Commissioner Bianchi moved and Commissioner Storey seconded that from remaining funds from the Commission's fiscal year 2001 operating budget the Commission pay or encumber costs for an independent audit on the Capitol Endowment Income Fund at an amount of \$3,700; that \$5,000 be allocated to pay for Donna Hartmans, Arrow Rock Architects to conduct a review of the schematic design documents; and, that \$5,000 be encumbered for the Idaho Transportation Department for the special license plate registration program expenses. The motion passed unanimously.

**MOTION:** Commissioner Bianchi moved and Commissioner Patano seconded that once all expenses and encumbrances have been made at the end of the fiscal year, that all remaining funds from the Commission's fiscal year 2001 operating budget be transferred to the Public Works Capitol Restoration project fund, to be spent as approved by the Commission. The motion passed unanimously.

## Adjournment

The May 23, 2001 Idaho Capitol Commission meeting adjourned at 2:20 p.m.

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Roy Lewis Eiguren, Chairman  
Idaho State Capitol Commission

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Diane K. Garcia, Management Assistant  
Department of Administration